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REMARKS

In the Office Action mailed Feb 23, 2005, the Examiner rejected claims 1-4, 8-16, 19-22, 24, 25, 27-31, and 35-38 under 35 USC Section 102(e) as being anticipated by Booth Jr. et al. (hereinafter Booth). Claims 5-7, 17, 18, 23, 26, and 32-34 were objected to as being dependent upon a rejected base claim, but the Examiner indicated that they would be allowed if rewritten in independent form. In view of the following comments, the Examiner's rejection is respectfully traversed and reconsideration of the claims as presented herein is requested.

Booth discloses a processor controlled fluorescent lamp dimmer for backlight of an LCD. The Examiner indicated that "element 162, 164, 182, 184 is inherently a multiple colors [sic]." Elements 162, 164, 182 and 184 are disclosed in Booth to be buffers. It is not clear how the Examiner is reading the buffers as meeting the limitation in claim 1 "wherein the visual image is optimized by adjusting a level of at least one of a red, a green and a blue setting for a pixel of the pixel array." Booth does not teach or suggest adjusting a pixel level while controlling the energy level, and therefore can not render the claimed invention unpatentable.

Claim 13 recites "determining a factor for adjusting the image according to the intensity of the backlight, including determining a constant value for scaling a brightness of a pixel in the display; and adjusting the image using the factor." Booth does not teach or suggest determining a factor and adjusting the image using the factor as claimed, and therefore can not render the claimed invention unpatentable.

Claim 21 recites

the processor adjusting a value for at least one of the red, the green and the blue settings for the pixel to adjust the brightness of the pixel in inverse proportion to the backlight intensity.

Booth does not teach or suggest adjusting a value for at least one of the red, the green and the blue settings for the pixel to adjust the brightness of the pixel in

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inverse proportion to the backlight intensity, and therefore can not render the claimed invention unpatentable.

Claim 30 recites,

the processor... creates an optimized rendered visual image corresponding to the intensity of the backlight and returns the optimized rendered visual image to the controller for display, wherein the visual image is optimized by adjusting a level of at least one of a red, a green and a blue setting for a pixel of the pixel array.

Booth does not teach or suggest a visual image is optimized by adjusting a level of at least one of a red, a green and a blue setting for a pixel of the pixel array, and therefore can not render the claimed invention unpatentable.

Accordingly, it is respectfully submitted that the claims clearly define the invention and to be in condition for allowance. A Notice of Allowance is solicited.

Respectfully Submitted

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